

## **Datamatic.io Privacy Policy**

Your privacy is important to us. It is Datamatic's policy to respect your privacy regarding any information we may collect from you across our website, <http://datamatic.io>.

### 1. Information we collect

#### 1.1 Log data

When you visit our website, our servers may automatically log the standard data provided by your web browser. This data is considered “non-identifying information”, as it does not personally identify you on its own. It may include your computer’s Internet Protocol (IP) address, your browser type and version, the pages you visit, the time and date of your visit, the time spent on each page, and other details. We may also collect data about the device you are using to access our website. This data may include the device type, operating system, unique device identifiers, device settings, and geo-location data. What we collect can depend on the individual settings of your device and software. We recommend checking the policies of your device manufacturer or software provider to learn what information they make available to us.

#### 1.2 Personal information

We may ask for and/or collect personal information, such as your:

Name,

Email,

Social media profiles,

Phone/mobile number, and

Company name.

This data is considered “identifying information”, as it can personally identify you.

We only request this information when you interact with our services—like signing up for an account, making use of our platform features, paying for access, or subscribing to our newsletter. We only use collected personal information in the context of providing or improving these services.

#### 1.3 Business data

Business data refers to data that accumulates over the normal course of operation on our platform. This may include transaction records, stored files, user profiles, analytics data and other metrics, as well as other types of information, created or generated, as users interact with our services.

### 2. How we collect information

We collect information by fair and lawful means, with your knowledge and consent. We also let you know why we’re collecting it and how it will be used. You are free to refuse our request for this information, with the understanding that we may be unable to provide you with some of your desired services without it.

### 3. Use of information

We may use a combination of identifying and non-identifying information to understand who our visitors are, how they use our services, and how we may improve their experience of our website in future. We also use this information to gain insights into demographics, product and service popularity, and the effectiveness of our marketing activity. We do not disclose the specifics of this information publicly, but may share aggregated and anonymised versions of this information, for example, in website and customer usage trend reports. We primarily use your personal information for the purposes of granting you access to engage with certain areas of our site, to charge you for your subscription, and to notify you of any changes to your account and service. We may use your personal details to contact you with updates about our website and services, along with promotional content that we believe may be of interest to you. If you wish to opt out of receiving promotional content, you can follow the “unsubscribe” instructions provided alongside any promotional correspondence from us.

### 4. Data processing and storage

The personal information we collect is stored and processed in the United States, or where we or our partners, affiliates and third-party providers maintain facilities. We only transfer data within jurisdictions subject to data protection laws that reflect our commitment to protecting the privacy of our users. We only retain personal information and business data for as long as necessary to provide a service, or to improve our services in future. While we retain this data, we will protect it within commercially acceptable means to prevent loss and theft, as well as unauthorised access, disclosure, copying, use or modification. That said, we advise that no method of electronic transmission or storage is 100% secure, and cannot guarantee absolute data security. If you request your personal information be deleted, or where your personal information becomes no longer relevant to our operations, we will erase it from our system. For your personal data deletion/modification, please contact us on our email address [contact@datamatic.io](mailto:contact@datamatic.io). If you want to withdraw consent with enabling your Google account to use Datamatic, please refer to your Google account settings.

### 5. Cookies

We use “cookies” to collect information about you and your activity across our site. A cookie is a small piece of data that our website stores on your computer, and accesses each time you visit, so we can understand how you use our site. This helps us serve you content based on preferences you have specified. Please refer to our Cookie Policy below for more information.

### 6. Third-party access to information

We use third-party services for:

Analytics tracking,  
User authentication,

Content marketing,  
Email marketing, and  
Payment processing.

These services may access our data solely for the purpose of performing specific tasks on our behalf. We do not share any personally identifying information with them without your explicit consent. We do not give them permission to disclose or use any of our data for any other purpose. We may, from time to time, allow limited access to our data by external consultants and agencies for the purpose of analysis and service improvement. This access is only permitted for as long as necessary to perform a specific function. We will refuse government and law enforcement requests for data if we believe a request is too broad or unrelated to its stated purpose. However, we may cooperate if we believe the requested information is necessary and appropriate to comply with legal process, to protect our own rights and property, to protect the safety of the public and any person, to prevent a crime, or to prevent what we reasonably believe to be illegal, legally actionable, or unethical activity. We do not otherwise share or supply personal information to third parties. We do not sell or rent your personal information to marketers or third parties.

## 7. Children's Privacy

We are committed to protecting the privacy of children who use our services. We encourage parents to engage with us in protecting their children's privacy, ensuring a safe and enjoyable online experience. By giving us consent with processing your personal data, you thereby affirm that you are at least 16 years old. If you are under 16 and are interested in using our services, please refer to your parent/legal representative.

## 8. Limits of our policy

This privacy policy only covers Datamatic's own collecting and handling of data. We only work with partners, affiliates and third-party providers whose privacy policies align with ours, however we cannot accept responsibility or liability for their respective privacy practices. Our website may link to external sites that are not operated by us. Please be aware that we have no control over the content and policies of those sites, and cannot accept responsibility or liability for their respective privacy practices.

## 9. Changes to this policy

At our discretion, we may change our privacy policy to reflect current acceptable practices. We will take reasonable steps to let users know about changes via our website. If you are a registered user on <http://datamatic.io>, we will notify you using the contact details saved in your account. Your continued use of this site after any changes to this policy will be regarded as acceptance of our practices around privacy and personal information.

## 10. Your rights and responsibilities

As our user, you have the right to be informed about how your data is collected and used. You are entitled to know what data we collect about you, and how it is processed. You are entitled to correct and update any personal information about you, and to request this information be deleted. You may amend or remove your account information at any time, free of charge, by emailing a request to [contact@datamatic.io](mailto:contact@datamatic.io). We guarantee this request to be processed within 30 days. You are entitled to restrict or object to our use of your data, while retaining the right to use your personal information for your own purposes. You have the right to opt out of data about you being used in decisions based solely on automated processing. Feel free to contact us if you have any concerns or questions about how we handle your data and personal information.

## **Datamatic.io Cookie Policy**

### 1. Introduction

We use cookies to help improve your experience of <http://datamatic.io>. This cookie policy is part of Datamatic's privacy policy, and covers the use of cookies between your device and our site. We also provide basic information on third-party services we may use, who may also use cookies as part of their service, though they are not covered by our policy. If you don't wish to accept cookies from us, you should instruct your browser to refuse cookies from <http://datamatic.io>, with the understanding that we may be unable to provide you with some of your desired content and services. If you browse websites from multiple devices, you may need to update your settings on each individual device.

### 2. What is a cookie?

A cookie is a small piece of data that a website stores on your device when you visit, typically containing information about the website itself, a unique identifier that allows the site to recognise your web browser when you return, additional data that serves the purpose of the cookie, and the lifespan of the cookie itself. Cookies are used to enable certain features (eg. logging in), to track site usage (eg. analytics), to store your user settings (eg. timezone, notification preferences), and to personalise your content (eg. advertising, language). Cookies set by the website you are visiting are normally referred to as "first-party cookies", and typically only track your activity on that particular site. Cookies set by other sites and companies (ie. third parties) are called "third-party cookies", and can be used to track you on other websites that use the same third-party service.

### 3. Types of cookies and how we use them

#### 3.1 Essential cookies

Essential cookies are crucial to your experience of a website, enabling core features like user logins or account management. We use essential cookies to enable certain functions on our website.

#### 3.2 Performance cookies

Performance cookies are used in the tracking of how you use a website during your visit, without collecting personal information about you. Typically, this information is anonymous and aggregated with information tracked across all site users, to help companies understand visitor usage patterns, identify and diagnose problems or errors their users may encounter, and make better strategic decisions in improving their audience's overall website experience. These cookies may be set by the website you're visiting (first-party) or by third-party services. We use performance cookies on our site.

#### 3.3 Functionality cookies

Functionality cookies are used in collecting information about your device and any settings you may configure on the website you're visiting (like language and timezone settings). With this information, websites can provide you with customised, enhanced or optimised content and services. These cookies may be set by the website you're visiting (first-party) or by third-party service. We use functionality cookies for selected features on our site.

### 4. Third-party cookies on our site

In some special cases we also use cookies provided by trusted third parties. This section details which third party cookies you might encounter through this site. This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content. As we have no control over third-party cookies, they are not covered by Datamatic's cookie policy. For more information on Google Analytics cookies, see the official Google Analytics page.

### 5. How you can control or opt out of cookies

If you do not wish to accept cookies from us, you can instruct your browser to refuse cookies from our website. Most browsers are configured to accept cookies by default, but you can update these settings to either refuse cookies altogether, or to notify you when a website is trying to set or update a cookie. If you browse websites from multiple devices, you may need to update your settings on each individual device. Although some cookies can be blocked with little impact on your experience of a website, blocking all cookies may mean you are unable to

access certain features and content across the sites you visit, hence you may be unable to use our services.

## 6. Contact Us

If you have any questions about this Privacy Policy, the practices of Datamatic, or if you would like to request access to, or correction of, or deletion of, your personal information, you can contact us in the following ways:

Email: [contact@datamatic.io](mailto:contact@datamatic.io)

Post: Datamatic, s.r.o., Purkyňova 649/127, 612 00 Brno - Medlánky, Czech Republic

*This Privacy and Cookie Policy is effective as of 25 May 2018.*

*Data Controller for Datamatic*

*contact@datamatic.io*